DEC 1 4 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-48 (GP-083-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/721,010

Confirmation No.: 5650

Filing Date: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

Examiner: William A. Brandenburg

Group Art Unit: 3622

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME

In response to the Office Action mailed on August 14, 2009, which set a time for response to expire on November 14, 2009, please extend that period one (1) month to expire on December 14, 2009. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

12/15/2009 HMARZII 00000032 501049 10721010 01 FC:1251 130.00 DA Respectfully submitted,

December 14, 2009

John C. Pokotylo, Actorney

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

Signature

December 14, 2009

Date